

ORDER



Orders
Order / Rev: 716099
Alt Order #: 06334358
Product Desc: SHERROD BROWN/DSCC
Estimate:
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 09/24/12 / 09/27/12
Order Type: Core

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Brown,S/ Democractic Senate Campai
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	41	\$36,650.00	\$31,152.50
10/01/12	10/01/12	8	\$10,650.00	\$9,052.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	41	\$36,650.00	\$31,152.50	0.00
October 2012	8	\$10,650.00	\$9,052.50	0.00
Totals	49	\$47,300.00	\$40,205.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/25/12	09/28/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -					4	\$350.00		0.00			
E 2	WKYC	10/01/12	10/01/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M- - - - -	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M- - - - -					1	\$650.00		0.00			
E 3	WKYC	09/25/12	09/28/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -					4	\$800.00		0.00			
E 4	WKYC	10/01/12	10/01/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M- - - - -					1	\$1,400.00		0.00			
E 5	WKYC	09/25/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -					4	\$800.00		0.00			

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Advertiser: Brown,S/ Democratic Senate Campaign
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 Estimate:

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/01/12	10/01/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	M-----		1			\$1,400.00		0.00				
E 7	WKYC	09/25/12	09/28/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-TWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-TWTF--		5			\$400.00		0.00				
E 8	WKYC	10/01/12	10/01/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	M-----		1			\$600.00		0.00				
E 9	WKYC	09/25/12	09/28/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-TWTF--	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-TWTF--		4			\$450.00		0.00				
E 10	WKYC	10/01/12	10/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	M-----		1			\$600.00		0.00				
E 11	WKYC	09/29/12	09/30/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-----SS	:30	2	\$2,800.00	P-3	0.00	NM	1	\$2,800.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----SS		2			\$2,800.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	2	WKYC	09/24/12-09/30/12	Nightly News		M-Su 6:28p-7p	-----SaSu	:30	(\$2,800.00)	0.00	NM				
	See MG 19.2,19.3,19.4 [Prgm Change]														
E 12	WKYC	09/29/12	09/29/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S-		1			\$500.00		0.00				
E 13	WKYC	09/25/12	09/28/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-TWTF--	:30	4	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-TWTF--		4			\$1,200.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	3	WKYC	09/24/12-09/30/12	M-F 730-8p		730-8p	-TWThF----	:30	(\$1,200.00)	0.00	NM				
	See MG 19.2,19.3,19.4 [Prgm Change]														
E 14	WKYC	10/01/12	10/01/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	M-----		1			\$2,400.00		0.00				
E 15	WKYC	09/25/12	09/28/12	Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-TWTF--		4			\$800.00		0.00				
E 16	WKYC	10/01/12	10/01/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	M-----		1			\$1,200.00		0.00				
E 17	WKYC	09/25/12	09/28/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-TWTF--	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

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Advertiser: Brown,S/ Democratic Senate Campaign
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WKYC	09/25/12	09/28/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	- TWTF - -	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	4		\$1,800.00		0.00						
E 18	WKYC	09/30/12	09/30/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	- - - - - S	:30	1	\$400.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S	1		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	NKYC	09/24/12-09/30/12		Browns Pre-Game Huddle	1130a-12p		- - - - - Su	:30	(\$400.00)		0.00	NM			
See MG 19.2, 19.3, 19.4 [Prgm Change]															
E 19	WKYC	09/30/12	09/30/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	- - - - - S	:30	1	\$400.00	P-3	0.00	NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S	1		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	NKYC	09/24/12-09/30/12		Su 12-1230p	12-1230p /Su		- - - - - Su	:30	(\$400.00)		0.00	NM			
See MG 19.2, 19.3, 19.4 [Prgm Change]															
2	NKYC	09/30/12-09/30/12		Post NFL News	Various		- - - - - Su	:30	\$2,400.00		0.00	NM			
Ⓜ MG for 11.2,13.3,21.1,21.2,23.1,18.1,19.1															
3	NKYC	10/01/12-10/01/12		M-F 11-1135p	11-1135p		M - - - - -	:30	\$2,400.00		0.00	NM			
Ⓜ MG for 11.2,13.3,21.1,21.2,23.1,18.1,19.1															
4	NKYC	09/29/12-09/29/12		Sat 11-1135p	11-1130p		- - - - - Sa - -	:30	\$2,400.00		0.00	NM			
Ⓜ MG for 11.2,13.3,21.1,21.2,23.1,18.1,19.1															
E 20	WKYC	09/30/12	09/30/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	- - - - - S	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S	2		\$800.00		0.00						
E 21	WKYC	09/29/12	09/29/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S-	:30	2	\$800.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S-	2		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	NKYC	09/24/12-09/30/12		SAT TDY	7a-9a		- - - - - Sa - -	:30	(\$800.00)		0.00	NM			
See MG 19.2, 19.3, 19.4 [Prgm Change]															
2	NKYC	09/24/12-09/30/12		SAT TDY	7a-9a		- - - - - Sa - -	:30	(\$800.00)		0.00	NM			
See MG 19.2, 19.3, 19.4 [Prgm Change]															
E 22	WKYC	09/29/12	09/29/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	- - - - - S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S-	1		\$1,200.00		0.00						
E 23	WKYC	09/29/12	09/29/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	- - - - - S-	:30	1	\$800.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S-	1		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	NKYC	09/24/12-09/30/12		Sat 9-1030a	9a-1030a		- - - - - Sa - -	:30	(\$800.00)		0.00	NM			
See MG 19.2, 19.3, 19.4 [Prgm Change]															
E 24	WKYC	09/25/12	09/28/12	Early Today Early Today	CM	4a-430a	- TWTF - -	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	1		\$50.00		0.00						
E 25	WKYC	09/25/12	09/28/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00

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WKYC

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E 25	WKYC	09/25/12	09/28/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	1		\$100.00		0.00						
													Totals	49	\$47,300.00